



## **Dailymotion to Deliver MTV Networks Content to Viewers around the World**

*Dailymotion channels to include programmed content from COMEDY CENTRAL, MTV, Nickelodeon, VH1, CMT, Logo, The N, Spike TV, AtomFilms and GameTrailers*

**New York, NY – January 8, 2008 –** MTV Networks, a unit of Viacom (NYSE: VIA, VIA.B), and Dailymotion, the world's largest independent video entertainment website (source: Comscore, November 2007), today announced a partnership that will bring MTV Networks' library of short and long-form music, kids, family, comedy and pop culture video content to Dailymotion's viewers worldwide.

Under terms of the agreement, content from across MTV Networks' popular entertainment properties, including shows such as COMEDY CENTRAL's Emmy and Peabody-Award winning "The Daily Show with Jon Stewart," MTV's "The Hills," Nickelodeon's "iCarly" and VH1's "The Salt-N-Pepa Show," will be programmed by Dailymotion's creative managers to appear in the video site's Funny, Music, News and other channels. The licensed content will appear alongside original videos from Dailymotion's MotionMaker program for the creative community as well as with other Official content from professional contributors. Dailymotion's approach of providing programmed channels around users' areas of interest allows viewers to more easily discover, view and share content. This strategy also contributes to higher visibility for both the licensed and user-generated content.

"The additional programming from MTV Networks' to our catalogue of licensed content solidifies our position as the leading programmed video entertainment site," said Mark Zaleski, Dailymotion chairman and CEO. "We believe this agreement further reinforces that our strong global audience, high-quality viewing technology and industry-leading copyright protection platform make us an ideal partner for premium content providers."

"MTV Networks chose to partner with Dailymotion because of their ability to create a deep and engaging viewing experience as well as for their commitment to providing a strong platform for the protection of content," said Greg Clayman, executive vice president, digital distribution and business development, MTVN. "MTV Networks' partnership with Dailymotion will broaden our global audience while offering even more opportunities to interact with our content online."

### **About MTV Networks**

MTV Networks, a unit of Viacom (NYSE: VIA, VIA.B), is one of the world's leading creators of programming and content across all media platforms. MTV Networks, with more than 145 channels worldwide, owns and operates the following television programming services - MTV: MUSIC TELEVISION, MTV2, VH1, mtvU, NICKELODEON, NICK at NITE, COMEDY CENTRAL, TV LAND, SPIKE TV, CMT, NOGGIN, THE N, VH1 CLASSIC, MTVN INTERNATIONAL and THE DIGITAL SUITE FROM MTV NETWORKS, a package of 13 digital services, all of these networks trademarks of MTV Networks. MTV Networks connects with its audiences through its robust consumer products businesses and its more than 300 interactive properties worldwide, including online, broadband, wireless and interactive television services and also has licensing agreements, joint ventures, and syndication deals whereby all of its programming services can be seen worldwide.

### **About Dailymotion**

A top 40 website worldwide (source: Alexa, November 2007), Dailymotion is the world's largest independent video entertainment website (source: Alexa; Comscore, November 2007). Every day, over 15,000 new videos are uploaded into Dailymotion's global network of localized video entertainment sites, where a programming team turns the user-generated and licensed content into a high-quality, entertainment experience for its 32.3 million monthly unique users (source: Comscore World Metrix, November 2007). In November 2007, Dailymotion registered 667 million video views across its global network. Using the most advanced technology for both users and content creators, Dailymotion provides high-quality video in a fast, easy-to-use Web site that also automatically filters infringing material. Dailymotion's mission is to provide the best possible entertainment experience for users and the best marketing opportunities for advertisers, while respecting content protection. For more information, please visit <http://www.dailymotion.com>.